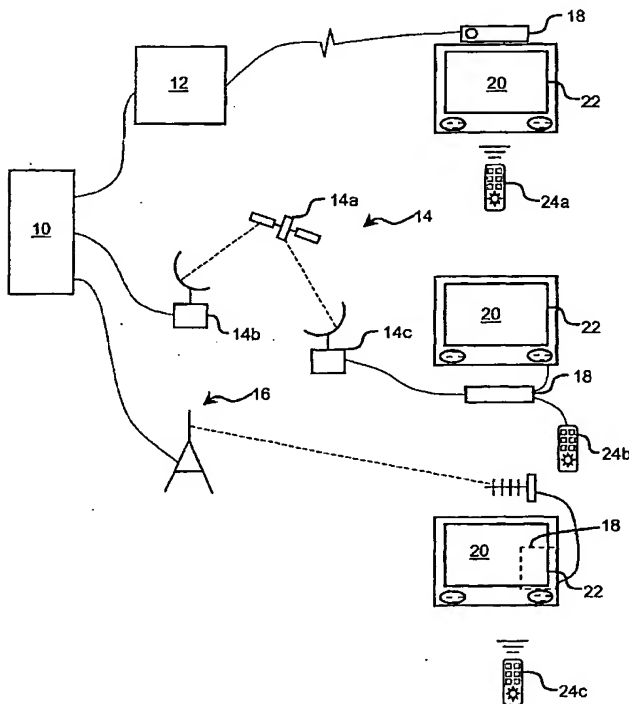


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- [Continued on next page]

(57) Abstract: A method selectively distributes data to a set of devices linked by a network, where each device has at least one unique identifier. The method comprises selecting devices to be members of the set, the set devices being selected to receive the data based on the at least one unique identifier, and distributing data to at least the selected devices, the data including at least one matching key for matching at least a portion of the unique identifier of selected devices. The unique identifier is a device hardware identifier, being a string of bits and the key correlates to at least a portion of the string of bits.



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